

# CONFERENCE PROGRAM

Outreach Scholarship 2002 Conference:

# Catalyst for Change

**October 6-8, 2002**

Holiday Inn Conference Center  
Worthington, Ohio  
Hosted by The Ohio State University

**An Annual Conference Sponsored by:**

The Ohio State University  
The Pennsylvania State University  
University of Wisconsin-Extension



October 6-8, 2002



October 5-7, 2003

PENN STATE



October 10-12, 2004

# Welcome to Catalyst for Change

**Bobby D. Moser**

Vice President  
University Outreach  
The Ohio State University



We are pleased to welcome you to the second annual Outreach Scholarship conference: Catalyst for Change! You are joined by colleagues from 33 states and more than 50 institutions—a testament to the importance of outreach scholarship to our higher education mission.

We hope that you will agree that your conference committee has done a superb job of identifying topical issues, attracting quality presenters, and encouraging substantive dialogue. All of their work has been guided by our objectives of providing you with practical examples of outreach initiatives while also serving to advance the knowledge base, theory, and scholarship behind successful outreach in a changing society.

**Kevin P. Reilly**

Chancellor  
University of Wisconsin-Extension



From the preconference workshops to the plenary sessions to the “Lunch and Learn” opportunities, we hope you return to your institutions and communities full of ideas and inspiration.

**James H. Ryan**

Vice President  
Outreach and Cooperative Extension  
The Pennsylvania State University



On behalf of all of us at Ohio State, Penn State, and University of Wisconsin-Extension, welcome to Outreach Scholarship 2002!

*Bobby D. Moser*  
Bobby D. Moser

*Kevin P. Reilly*  
Kevin P. Reilly

*James H. Ryan*  
James H. Ryan

**Karen A. Holbrook**

President  
The Ohio State University



## A Message from President Holbrook

Public universities are vibrant, exciting and ever-changing because they have both the mission and charge to be relevant, to serve society, and to offer solutions in an increasingly complex world. I welcome you to The Ohio State University, and I commend you for embracing our shared responsibility to put our resources to work in ways that make a difference.

*Karen A. Holbrook*  
Karen A. Holbrook

# First Things First...

*Some information to help you take full advantage of your time at the conference*

## Conference Registration Desk

The Conference Registration Desk is located in the lobby of the hotel. In addition to receiving your conference materials, you can also sign up for conference special events at the Registration Desk.

### Hours:

|                    |              |
|--------------------|--------------|
| Sunday, October 6  | 9 am to 6 pm |
| Monday, October 7  | 7 am to 7 pm |
| Tuesday, October 8 | 7 am to 1 pm |

## Lost and Found

Visit the Hotel Registration Desk in the lobby if you lose or misplace anything.

## CEUs

American Association of Family and Consumer Sciences and Social Work CEUs are available. For additional information, please stop at the Conference Registration Desk.

## Conference Objectives

- **EXCHANGE** knowledge, insights, and experiences related to outreach initiatives
- **FOCUS** on practical applications, providing the participants with usable tools to implement in their respective institutions
- **PROMOTE** closer collaborative linkages among outreach personnel, faculty, individuals, communities, organizations, and government officials
- **ENCOURAGE** open discussion on issues of common concern to leaders and practitioners regarding outreach and engagement
- **EXAMINE** successful outreach initiatives from the perspective of the community and the outreach recipient
- **SUPPORT** the development and advancement of the knowledge base, theory, and scholarship behind successful outreach in the changing society

## Conference Bookstore

The Ohio State University Bookstore will have available a variety of books for purchase in the hotel atrium. You are invited to stop by and browse through their selection, visit the store on the campus, visit our web site at <http://ohiostate.bkstore.com>, or call 614-292-2991.

## Conference Evaluation

Your feedback concerning the Outreach Scholarship Conferences is very important to us. Please take a few minutes to complete the end-of-session evaluations you will receive throughout the conference. These will be helpful to the individual presenters. When you return home after the conference, you will receive an online survey asking for additional input. We greatly appreciate your feedback.

## Technology Room

### Executive Board Room

For your convenience a technology room with Internet access is available for use by conference participants.

### Hours:

|                    |              |
|--------------------|--------------|
| Sunday, October 6  | 5 pm to 9 pm |
| Monday, October 7  | 7 am to 7 pm |
| Tuesday, October 8 | 7 am to 3 pm |

## We're Wireless!

Wireless internet access is available in the hotel throughout the conference for those with a laptop with wireless capacity.

## In-the-Community Sessions

Discuss with community and university partners the lessons learned through outreach occurring at sites in Columbus. Pre-registration is necessary to attend In-the-Community sessions. If you registered in advance, tickets are in your registration packet. Check at the registration table. All In-the-Community sessions leave promptly at their start time from the West Entrance to the Holiday Inn Conference Center and travel by bus to the community outreach partner.

*(Continued)*

# First Things First... (cont'd)

## Learning Tracks

The pre-conference, plenary, paper, concurrent, in-the-community, and poster sessions will focus on the following six tracks:

- Change in Society
- Change in Universities
- Change in Partnerships
- Preschool-12th Grade Education (P-12)
- Health and Safety
- Economic Development

Look for indication throughout the conference program for thematic programming based on these learning tracks.

## Poster Sessions

Poster sessions will be on display throughout the conference in the Venice and Florence rooms. You are invited to meet the presenters on Monday, October 7, from 6 to 7 pm. You will find a complete listing of the poster sessions beginning on page 30 of this book.

## Acknowledgements

A special thank you to those who have contributed resources and time in support of Outreach Scholarship 2002:

- Cheryl's Cookies
- Wyandot Foods
- The Ohio State University:
  - Office of Continuing Education
  - University Extension
  - Office of the CIO
  - Office of Academic Affairs
  - University Relations
  - University Outreach
- W.K. Kellogg Foundation
- CommunityPartners who welcomed In-the-Community session participants to their organizations.

## Special Events

Monday's breakfast, lunch and hors d'oeuvre buffet and poster sessions are included in your full conference registration fee. If you have not already registered for Sunday evening dinner, or Tuesday's breakfast or lunch, visit the Conference Registration Desk to see if tickets for these events are available.

## The Hotel

See page 7 for hotel floor plan.

## Hotel Recreation and Leisure

Enjoy the hotel's indoor pool or a workout in the exercise and fitness center. A basketball court is available on the property.

## Hotel Restaurants and Lounges

McKenna's Restaurant and Bar features dining and your favorite beverages in a relaxed, festive atmosphere. Many eateries are within walking distance of the hotel.

## Restaurants Within Walking Distance of the Hotel

|                                 |                      |
|---------------------------------|----------------------|
| Bob Evans                       | Family Dining        |
| Bravo's                         | Italian Cuisine      |
| Buffalo Wild Wings              | Finger Food & Tavern |
| Casa Fiesta                     | Mexican Cuisine      |
| Champp's Americana              | American Cuisine     |
| Chipotle Mexican Grill          | Mexican Cuisine      |
| Dick Clark's American Bandstand | American Cuisine     |
| Fish Market                     |                      |
| Fuddruckers                     | Casual Dining        |
| J. Alexander's                  | American Cuisine     |
| J. Gilberts                     | Upscale              |
| Panera Bread                    | Gourmet Breads/ Deli |
| Metropolitan Seafood Grill      |                      |
| On The Border                   | Mexican Cuisine      |
| Red Robin                       | Casual (Theme)       |
| Ruths Chris                     | Upscale Fine Dining  |
| Romano's Macaroni Grill         | Italian Cuisine      |
| Stauf's Coffee                  | Gourmet Coffee       |

## Welcome to Ohio State!

The Ohio State University—again ranked by *US News & World Report* as Ohio's #1 public university—is one of America's leading comprehensive teaching and research universities. Nationally and internationally respected, Ohio State offers many highly ranked programs, more than 170 majors, and 11,000 courses. Through its emphasis on teaching and research, the university provides students with opportunities to work with some of the world's leading scholars in a variety of unique environments—from laboratories with state-of-the-art facilities to co-op and internship opportunities in the community. Ohio State offers its diverse student body a range of housing environments, many with living-learning components; a wide range of cultural events; hundreds of student activities and organizations; and the largest intramural and recreational sports department in the country. The Ohio State University has 19 colleges, seven schools, the Agricultural Technical Institute in Wooster, and regional campuses in Lima, Mansfield, Marion, and Newark, Ohio. For more information, visit the Ohio State home page at [www.osu.edu](http://www.osu.edu).



## Special Technology Sessions

### Internet

The Internet connection in the Conference Technology Room and throughout the conference facility is provided by a portable satellite Internet access system built and operated by OARnet and Ohio State's Office of the CIO. This project is funded by a grant from the American Distance Education Consortium (ADEC). This system includes a local wireless capability, which can penetrate the wall of a nearby building, and provide normal 802.11b connectivity inside the building. It can be used for distance learning and special events in areas where good, terrestrial Internet connections are not readily available. Learn more about this equipment at these special sessions in the Conference Technology Room (Executive Board Room):

Sunday, October 6 5:30 - 6 pm  
Monday, October 7 4 - 4:30 pm

### Outreach Scholarship Online Learning Community.

Join a new Outreach Scholarship online learning community developed by Penn State, Ohio State, and the University of Wisconsin-Extension's Outreach Scholarship Conference Series. This community gives a forum to share your ideas, get professional advice, and network with colleagues in the outreach field. There's no cost to participate, and getting started is easy. Simply confirm your interest with Heidi Watson, the portal facilitator, by e-mailing her at [haw6@outreach.psu.edu](mailto:haw6@outreach.psu.edu). She will then send you your log-in name and password for the site. Or, you can visit Heidi in the Conference Technology Room (Executive Board Room).

Monday, October 7 6 - 7 pm



# Conference-At-a-Glance

## October 6-8, 2002

### Sunday, October 6

|  |                     |                 |
|--|---------------------|-----------------|
| Preconference/Conference Registration  | Hotel Lobby         | 9 am - 5 pm     |
| Preconference  | See page 4          | 10 am - 2:30 pm |
| Opening Plenary Session<br>"Making Change Matter for the Community and the University" | Venice and Florence | 3 - 5 pm        |
| Optional Special Event Dinners   | See page 6          | 6 - 9 pm        |

### Monday, October 7

|   |                        |                     |
|---|------------------------|---------------------|
| Conference Registration   | Hotel Lobby            | 7 am - 6:30 pm      |
| Breakfast Roundtables   | See page 7             | 7:30 - 8:30 am      |
| Plenary Session<br>"Building Healthier Communities Through University/Community Partnerships"<br>Monte Roulter, Community Initiatives, Inc., Loveland, Colo.                                    | Venice and Florence    | 8:45 - 9:45 am      |
| In-the-Community Session<br>"Economic Development in the Community"   | See page 10            | 10 am - 12:30 pm    |
| Featured Session<br>"Commit to be Healthy—Building Partnerships for Healthier Communities"<br>Andrea Cambern, news anchor/health reporter, WBNS-TV, Columbus                                    | Rome I and II          | 10 - 11:30 am       |
| Concurrent Sessions   | See pages 11-13        | 10 - 11 am          |
| Concurrent Sessions   | See pages 14- 15       | 11:30 am - 12:30 pm |
| Lunch and Learn<br>"Leading for Change"   | Venice and Florence    | 12:30 - 1:30 pm     |
| Plenary Session<br>"The Evolving Interface Between Industry and Education in a Global Economy"<br>Paul S. Beck, vice president, Customer Business Development, Procter and Gamble North America | Venice and Florence    | 1:45 - 2:45 pm      |
| In-the-Community Session<br>"P-12 Education in the Community"   | See page 17            | 3 - 5:30 pm         |
| Featured Session<br>"Reinvesting in Communities"<br>Peter J. Roche, principal, Real Estate & Community Development, Winthrop, Mass.   | Rome I and II          | 3 - 4:30 pm         |
| Concurrent Sessions   | See pages 17-19        | 3 -4 pm             |
| Concurrent Sessions   | See pages 19-21        | 4:30 - 5:30 pm      |
| Reception and Poster Sessions   | Venice/Florence/Atrium | 6 - 7 pm            |
| Keynote<br>"Seizing the Moment: Creating a Changed Society and University Through Outreach"<br>Judith Ramaley, assistant director for Education and Human Resources Directorate, NSF            | Venice and Florence    | 7 - 8:30 pm         |

**THIS MORNING'S THEME:  
HEALTH & SAFETY**

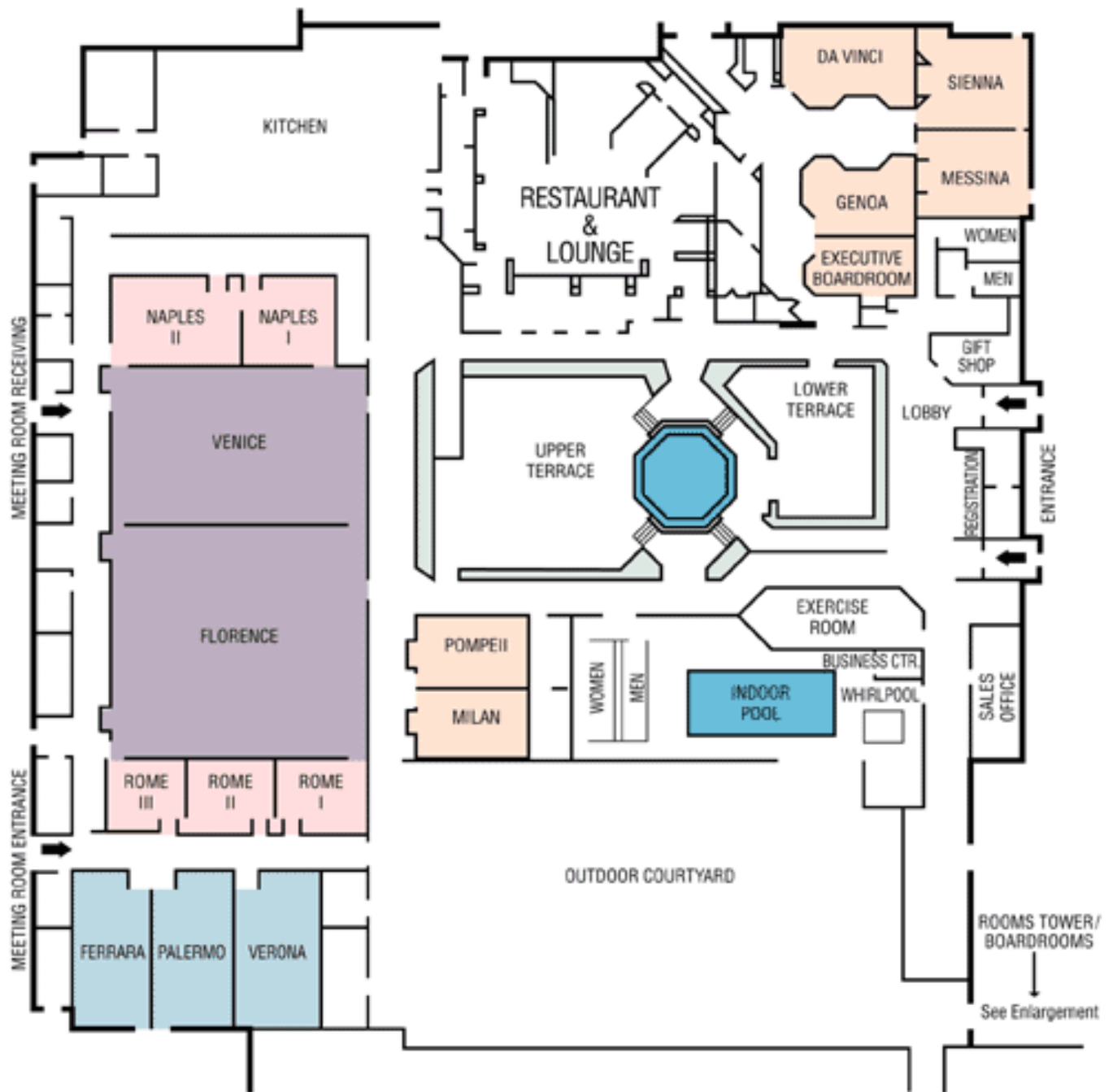
**THIS AFTERNOON'S THEME:  
ECONOMIC DEVELOPMENT**

### Tuesday, October 8

|  |                     |                     |
|--|---------------------|---------------------|
| Breakfast Roundtables  | Venice and Florence | 7:30 - 8:30 am      |
| Plenary Session<br>"Shaping Pathways to Higher Education"<br>Bud Mehan, professor of sociology and director of CREATE, University of California-San Diego                    | Venice and Florence | 8:45 - 9:45         |
| In-the-Community Session<br>Health and Safety in the Community   | See page 24         | 10 am - 12:30 pm    |
| Featured Session<br>"Creating Strategic Partnership between Universities and P-12 Education for Sustained Change"<br>Gene T. Harris, superintendent, Columbus Public Schools | Rome I and II       | 10 - 11:30 am       |
| Concurrent Sessions  | See pages 25-27     | 10 - 11 am          |
| Concurrent Sessions  | See pages 27-29     | 11:30 am - 12:30 pm |
| Lunch and Learn<br>"Expanding the Circle of Change"  | Venice and Florence | 11:30 am - 12:30 pm |
| Conference Concludes   |                     | 2:30 pm             |

**THIS MORNING'S THEME:  
P-12 EDUCATION**

# Hotel Floor Plan



# Pre-conference Schedule

SUNDAY, OCTOBER 6, 10 am - 2:30 pm

Separate Registration Fee: \$25 (includes lunch)

9 am - 5 pm

## PRE-CONFERENCE/CONFERENCE REGISTRATION

10 am - Noon

### MORNING SESSIONS

#### 1A "Matching Method to Program—Dimensions in the Evaluation of Outreach Programs" (Part I)

Naples

Evaluation is not just a single survey, but an ongoing process. Sound outreach programs must have integrated evaluation efforts to ensure that needs have been adequately assessed, delivery is constantly monitored and improved, and impacts are achieved. Properly matching evaluation method to situation is critical in every outreach program.

*Speaker: Thomas M. Archer, leader, program development and evaluation, Ohio State University Extension*

#### 2A "Adopting Self-directed Work Teams in University Extension Organizations: Examining How Managers Lead Change and Innovation" (Part 1)

Naples II

This session will examine how cooperative extension leaders and managers think about, plan for, and adopt administrative innovation and change. The adoption of self-directed work teams will be specifically discussed.

**Speakers:**

*William S. Rizzo, assistant professor/community resource development educator, University of Wisconsin-Extension*  
Panel of cooperative extension leaders

Noon - 1 pm

### LUNCH

Venice

1 - 2:30 pm

### AFTERNOON SESSIONS

#### 1B "Matching Method to Program" (Part 2)

Naples

Continuation of morning session.

#### 2B "Adopting Self-directed Work Teams in University Extension Organizations" (Part 2)

Naples II

Continuation of morning session.

#### 3 "Research as Outreach: Making Our Discoveries Applicable Beyond the University"

Milan

A panel of the top, cutting-edge researchers from Ohio State will discuss how, through outreach research, we can make our discoveries useful beyond the academic community.

**Speakers:**

*C. Bradley Moore, vice president for Research, Ohio State*  
*Mauro Ferrari, director, Biomedical Engineering Center and professor of Internal Medicine (Oncology) and Mechanical Engineering, Ohio State*

*Wayne Chung, professor of Industrial, Interior, and Visual Communication Design, Ohio State*

*Linda K. Weavers, assistant professor of Civil and Environmental Engineering and Geodetic Sciences, Ohio State*

*Gregory Washington, director, Intelligent Structures and System Laboratory, Ohio State*





**4** **“Continuing Education and Cooperative Extension: Engaged, Married, or Separated?”**

Pompeii

Discussion will focus on how current interest in the concept of “engagement” is changing thinking about the outreach and extension functions of higher education. The panelists, all of whom are attempting to bring together continuing education and cooperative extension at their universities to meet the imperatives of engagement, will identify the opportunities and challenges that emerge when organizations with unique cultures attempt to meet the needs of the public.

**Facilitator:**

*Kevin P. Reilly, chancellor, University of Wisconsin-Extension*

**Panelists:**

*Muriel Oaks, associate vice president for Extended University Services, Washington State University*

*Michael Tate, dean and director of Cooperative Extension, Washington State University*

*Mary Grant, associate dean of Continuing Education Extension, University of Wisconsin-Extension*

*Carl O’Connor, dean and director of Cooperative Extension, University of Wisconsin-Extension*

**5** **“Can Higher Education Institutions Become Learning Organizations? Incorporating Outreach Scholarship Into Reflective Practice and Ongoing Improvement”**

Venice

Reflection and dialogue, informed by outreach scholarship, provide the basis for ongoing improvement of university outreach. This session will apply guiding principles of reflective practice and dialogue to the design of processes for improving

outreach efforts. Two recent research projects on extension and outreach will provide sample research-based input.

*Speaker: Duane Dale, principal consultant, DFD Associates, Amherst, Mass.*

**6** **“Creating Health: A New Model for Multi-Unit Collaboration in Outreach”**

Ferrara

Creating Health is a public service education initiative designed to encourage individuals and families to make informed personal decisions regarding health care and wellness. This unique initiative has been developed by Penn State Public Broadcasting and Cooperative Extension and represents a new model for collaboration among a variety of units at Penn State that are involved in outreach and community service.

**Speakers:**

*Michael S. Dann, project director, Creating Health; senior program developer, Outreach Program Resources, Penn State*

*Tracy Vosburgh, co-project director, Creating Health; director of programming and production, Penn State Public Broadcasting*

*Marilyn Corbin, co-project director, Creating Health; state program leader, Children, Youth, & Families; assistant director, Cooperative Extension, Penn State*

# Conference Schedule

## SUNDAY, OCTOBER 6

9 am - 5 pm

### CONFERENCE REGISTRATION

3 - 5 pm

### OPENING PLENARY SESSION

Venice and Florence

*"Making Change Matter for the Community and the University"*

The opening session of the conference will feature a "KIVA" dialogue about outreach and engagement in the community and in higher education. The KIVA is a process for a large group to engage in structured problem identification, study and solution. The process has its roots in the ancient Native American traditions and cultures in which it was a ceremonial and environmental technique for conducting tribal affairs. All conference participants will be assigned a role in the KIVA. Noted educator and developer of the "KIVA" in its modern context as a discussion technology, Dr. Luvern L. Cunningham, will lead this session.

#### *Speakers/Facilitators:*

*Karen A. Holbrook, President, Ohio State*

*Bobby D. Moser, Vice President, University Outreach, Ohio State*

*Michael Casto, Associate Professor, Interprofessional Studies, Ohio State*

*Luvern L. Cunningham, Ed. D., Novice G. Fawcett Professor of Education Administration Emeritus, Ohio State*

6 - 9 pm

### OPTIONAL SPECIAL EVENT DINNERS

*Additional fee: \$38 per person. Guests welcome.*

*If you wish to attend and did not register and pre-pay on your conference registration form, reservations will be accepted at the Conference Registration Desk until 3 p.m. Sunday.*

The buses to the special event dinners will be loading at the west entrance of the Holiday Inn Conference Center and will leave promptly at 6 pm.

#### *Option 1:*

##### *Arena District Dinner and Tour of Ohio State Campus.*

Like Little Italy in the 50s, Buca di Beppo celebrates the hearty cooking of Italian immigrants. It's a place where meats and pastas overflow from their plates, and laughter often drowns out the music. Family-sized dishes of ravioli al pomodoro and chicken cacciatore are served along with house-made tiramisu or chocolate cannoli or the three ricotta-stuffed pastry shells submerged in chocolate. On your way to dinner, your bus will take you on a guided tour through Ohio State's central campus.

#### *Option 2:*

##### *Easton Town Center Dinner.*

Brio! (meaning "lively" or "full of life") is located within the town square or center piazza of Easton Town Center, a recently opened shopping and dining destination in northeast Columbus. The building is designed to replicate an old Ohio train station, similar to what one would have found in the square of a small Ohio town. The menu features wood-grilled and oven-roasted steaks, chops, whole fresh fish, fresh baked breads and pastries, and an extensive wine list.

*You may also enjoy dinner on your own at one of the many fine restaurants within walking distance of the hotel. See page 2 of this booklet for a listing of local restaurants.*

# Conference Schedule

## MONDAY, OCTOBER 7

7 am - 6:30 pm

**CONFERENCE REGISTRATION**

7:30 - 8:30 am

### BREAKFAST ROUNDTABLES

No additional charge, but registration requested. If you did not register on your conference registration form, check with the Conference Registration Desk.

**1** ***"The New Community of Practice: 'Outreach and Engagement' in the University Continuing Education Association"***

Verona

**Speaker/Discussion Leader:** Bobby D. Moser, vice president, University Outreach, Ohio State

Sponsored by Ohio State Continuing Education

**2** ***"21st-Century Extension in a 21st-Century Land-Grant University"***

Naples I and II

**Speakers/Discussion Leaders:**

Keith L. Smith, associate vice president, Agricultural Administration, and director, OSU Extension, Ohio State

Ted Alter, director, Penn State Cooperative Extension

Carl O'Connor, dean of Cooperative Extension,

University of Wisconsin-Extension

Sponsored by Ohio State University Extension

**3** ***"Going the Distance in Distributed-Learning Environments"***

Sienna

**Speaker/Discussion Leader:** Susan Metros, professor and deputy CIO, Ohio State

Sponsored by the Ohio State Office of the CIO

Special thanks to the sponsors (indicated with each session) whose financial support allows us to provide these Breakfast Roundtables at no additional expense to conference attendees!

**4** ***"Promotion and Tenure in the Engaged University"***

DaVinci

**Speaker/Discussion Leader:** Carole A. Anderson, vice provost, Academic Affairs, Ohio State

Sponsored by the Ohio State Office of Academic Affairs

**5** ***"Public Broadcasting and Higher Education: Working Together to Fulfill a Common Mission"***

Ferrara

**Speakers/Discussion Leaders:**

Dale Ouzts, general manager, WOSU Stations, Ohio State

Ted Krichels, assistant vice president for outreach and general manager, Penn State Public Television

Byron Knight, director, Broadcasting and Media Innovation, University of Wisconsin-Extension

Sponsored by the Ohio State Office of University Relations

**6** ***"Effectively Partnering Communities and Universities"***

Rome I, II and III

**Speaker/Discussion Leader:** Mindy Wright, director, Writing Workshop, Department of English, Ohio State

Sponsored by Ohio State University Outreach

# Conference Schedule

MONDAY, OCTOBER 7, cont'd

8:45 -9:45 am

THIS MORNING'S THEME:  
HEALTH & SAFETY

## PLENARY SESSION

Venice and Florence Rooms

“Building Healthier Communities Through University/  
Community Partnerships”

Venice and Florence

How do we foster partnerships between communities and educational institutions that build on each other's strengths as change agents for enhancing educational experiences and improving overall health of communities? Explore how colleges and universities strengthen relationships and build productive relationships with communities in which they reside.

*Speaker: Monte Roulier, Community Initiatives, Inc.,  
Loveland, Colo.*

*Introduction: Ronald St. Pierre, senior associate vice president  
for Health Sciences and Academic Affairs, Ohio State*

From 10 am to 12:30 pm, you may choose from an in-the-community session; a featured session; or concurrent sessions, including paper sessions.

10 am - 12:30 pm

## IN-THE-COMMUNITY SESSION

“Economic Development in the Community”

*Bus Departs from Hotel West Entrance (Ticketed Event)*

Participants will board the bus to the Campus Partners office. Campus Partners for Community Urban Redevelopment is a non-profit 501(c)3 development corporation established in 1995 by The Ohio State University to lead the planning and implementation of comprehensive revitalization program for the neighborhoods surrounding the University.

Participants will hear about three specific initiatives:

1) The University Gateway Center, a new 450,000 square foot mixed-use redevelopment project to be built across from campus.

*Doug Aschenbach, Vice President for Real Estate  
Development for Campus Partners.*

## Meet the Speaker



MONTE  
ROULIER

*Monte Roulier is a principal with Community Initiatives, Inc., where he serves as a community and organizational development specialist. He has been a coach, trainer, consultant, and/or facilitator for more than 100 community and organizational change efforts. His work is marked by an emphasis on participation and performance measurement. Roulier served as the Senior Community Advisor at the National Civic League and currently serves on the Community-Campus Partnerships for Health board.*

2) The University Uptown Special Improvement District (SID), a business improvement district being organized by High Street property owners, with assistance from Campus Partners and Ohio State, to enhance the appearance and safety of the “Main Street” of the University District.

*Wayne Garland, President of Buckeye Real Estate and Co-chair of the Steering Committee for the SID*

3) The University/High Street Development and Design Guidelines, prepared as part of a master plan for High Street in the University District and adopted by Columbus City Council in 2002. These guidelines illustrate the importance of planning, zoning and development guidelines in urban revitalization.

*Pasquale Grado, Executive Director of the University  
Community Business Association.*

Following the presentations, questions and answers, participants will walk four blocks from the Campus Partners office to the site of the new Gateway Project.

10 - 11:30 am

### FEATURED SESSION

*“Commit to be Healthy—Building Partnerships for Healthier Communities”*

#### Rome I and II

Hear firsthand about this program that includes partners from across central Ohio. The speaker is an award-winning journalist who is leading the “Commit to Be Fit” initiative.

*Speaker: Andrea Cambern, news anchor/health reporter, WBNS-TV, Columbus, Ohio*

Panel members will discuss lessons learned through building health and safety-related university/community partnerships.

*Moderator: Ronald St. Pierre, senior associate vice president for Health Sciences and Academic Affairs, Ohio State*

#### Panelists:

*Wanda Dillard, director, Community Development, OSU Medical Center*

*Donna Korzick, assistant professor of kinesiology, Penn State*

*Lynne Blinkenberg, associate director of outreach, Wisconsin Public Television, University of Wisconsin-Extension*

10 - 11 am

### CONCURRENT SESSIONS

#### • Teaching Beyond the Classroom

Milan

Bela R. Bowley, Muskingum Area Technical College, Zanesville, Ohio

‘Teaching Beyond the Classroom’ emphasizes the importance of incorporating the outreach activities into the classroom teaching. The session focuses on the societal changes impacting the minds of students, and how teachers/professors can make learning more meaningful and effective by including the outreach activities into their curriculum

#### • Eye Envision Sight

Pompeii

LeVelle Bristow-Jenkins, The Ohio State University College of Optometry

The Ohio State University College of Optometry has a 30-year history of reaching out and engaging communities in need. Most recently, we have focused on two groups that often slip through the cracks of society, the homeless population and children in the Columbus Public Schools. This session outlines how students, faculty, and staff

## Meet the Speaker

ANDREA  
CAMBERN



*Andrea Cambern is an award-winning journalist, garnering four Emmy Awards for her anchoring and reporting skills, and is an advocate for health and wellness. She anchors the Noon and 5 pm editions of Eyewitness News on WBNS-TV, the CBS affiliate in Columbus, Ohio. She also reports regularly on health issues, and anchors the weekly Healthsource Magazine show.*

come together with these communities to deliver a much needed service and the impact that these services has on the community will be discussed.

#### • PEP: A New Beginning for Incarcerated Individuals

Genoa

Cheryl Czuba, University of Connecticut

The University of Connecticut Cooperative Extension System in collaboration with the CT Department of Corrections has brought the People Empowering People (PEP program) to CT prisons. PEP is designed to build on strengths of adults and older teens. PEP recognizes the unique strengths, life experiences and capacities of each person and emphasizes the connection between individual and community action. Individual change is encouraged through 10 two-hour training sessions and follow-up sessions. PEP supports community action through the participants’ projects. Learn about this innovative program and how it has been adapted to prisons, social service organizations, and other settings.



# Conference Schedule

MONDAY, OCTOBER 7, cont'd

10 - 11 am, cont'd

- **Assessing the Third Mission Innovations at Oregon State University**

Siena

Duane Dale, DFD Associates

In 1995, Oregon State University adopted a new definition of scholarship and integrated its Extension field faculty into academic departments across the campus. A recent questionnaire and interviews indicate significant changes in integration and Extension scholarship, which is contributing to outreach efforts, and indicates areas where more remains to be done.

- **Building a Community-wide System to Enhance Children's School Readiness**

Messina

Patricia Farrell, Michigan State University

Marjorie Kostelnik, University of Nebraska, Lincoln

Many children enter school lacking the necessary skills to succeed. In this session, the presenters will provide a model for helping an urban community develop a comprehensive, high quality, accessible and affordable plan to help its children enter school ready to succeed.

- **Advocating and Modeling the Engaged University: A Systems Approach to Outreach Scholarship**

DaVinci

Hiram E. Fitzgerald, L. Annette Abrams, Robert E.

Brown, and Karen McKnight Casey, Michigan State University

Attendees will learn about Michigan State University's outreach office as a theory driven administrative approach to the scholarship of engagement and the systemic approach it takes to linking knowledge generation, transmission, application and dissemination to community change and faculty rewards. Critical reflection will enhance our model, generate new problems, and broaden the concept of outreach.

- **Papers: Engagement Learning**

*This Papers Session is expected to run to 11:15 am due to the presentation of three papers.*

Ferrara

- **A Comparison of Traditional and Non-Traditional Student Performance in Credit Courses and Degree Programs**

Gregory P. Gordon, The Ohio State University

Kimberly J. Sayers, The Ohio State University Agricultural Technical Institute

Non-traditional students enrolled in credit courses and degree programs frequently exhibit superior academic performance compared to traditional university students. Contributing factors are analyzed and methods are sought to improve performance of both non-traditional and traditional students.

- **International Outreach: Strengthening the Technology Preparation of Chilean Teachers**

Patricia A. Nelson, Patricia A. Book, Armando Villarroel

and Eileen Pennisi, The Pennsylvania State University

This presentation will describe how The Division of Continuing Education in collaboration with the College of Education at Penn State University, the Consorcio Red de educacion a distancia, CREAD, and the Ministry of Education in Chile developed a six-week Institute to strengthen the technology preparation of teachers in Chile.

- **Supporting High Levels of Reflection among Teacher Candidates: A Pedagogical Framework**

Carolyn Stuart and Deborah Thurlow Long, Elon University

To meet the educational needs of an increasingly diverse P-12 school population, teacher education programs must prepare teacher candidates to teach in a manner that they may not have experienced themselves as school-age learners. This presentation reports the results of a qualitative research study conducted by the authors in a methods course, in which teacher candidates were challenged to re-think their beliefs about teaching and learning.



### • Papers: Changing Scholarship

Palermo

#### **Recognizing and Rewarding Outreach and Engagement Through Promotion and Tenure**

Barbara G. Ludwig, Ohio State University Extension

The presentation will focus on approaches participants can utilize to document their outreach and engagement activities using strategies that are proving successful for Extension faculty and agents. Although directed toward faculty, the concepts are valuable for others in non-faculty roles who must document accomplishments for promotion consideration.

#### **Professional Service and Outreach: When is it Scholarship and When is it Not?**

Warren J. Rauhe, Michigan State University

Although it may not be readily apparent on all fronts, scholarship is being redefined on university campuses. Traditional research is no longer the sole measure of scholarly output. Decisions concerning promotion and tenure are broadening to include the scholarship of professional service/outreach. This presentation will discuss example scholarly and non-scholarly product and how they were considered on the author's campus. The discussion will also be placed in the context of a three-year W.K. Kellogg Foundation sponsored national study on professional service/outreach as scholarship.

### • Papers: Health Models

Verona

#### **Development of a Model for Community-University-Health Sciences Center Research**

Stuart Feldman, University of Georgia

Frank W. Thomas, Jr., Mayor, Washington, Georgia

A partnership between the University of Georgia, Medical College of Georgia, and the City of Washington-Wilkes County, Georgia provides a framework for faculty research and outreach to be carried out in the community. The community was an active participant in developing strategies to be used to study and prevent obesity in children.

#### **Improving Community Health and Mental Health: A Dynamic University-Community Partnership Model**

Carl A. Kallgren and Kimberly A. Skarupski, CORE, Penn State Erie

Kelly Kingston, Transitional Living Center of SafeNet  
We have developed a university-community dynamic model of health and mental health intervention based upon providing expert research services to community agencies. We will describe our model, present a case history of our work with a local teenage pregnancy intervention/prevention agency, and provide evidence of our impact on the community.

### • Papers: Health Partnerships

Naples II

#### **Screening Older Adults for Stroke Risk: A Model Partnership Between Local Agencies, National Stroke Association, and the University**

Lee Ann Mjelde-Mossey, The Ohio State University

This presentation describes the role of the university in planning, implementing, and conducting follow-up to a two-day community based stroke screening of 287 older adults in a low-income semi-rural community.

#### **Health Literacy Assessment in Urban Medically Underserved Areas of Columbus:**

Bonnie J. Garvin and Joy Twesigye, College of Nursing, The Ohio State University

Doris Walzak, Columbus Neighborhood Health Center, Inc.

Low health literacy is an enormous barrier to optimal health care for many citizens particularly persons who are older, of color, with disabilities, and in poverty. We describe a project of the OSU College of Nursing and the Columbus Neighborhood Health Center, Inc. to address low health literacy in central Ohio.

### • Papers: Extending the University

Naples I

#### **Testing Amish Drinking Water Sources for E. Coli and Other Contaminants**

James Hoorman, The Ohio State University

Since 1998, over 195 Amish wells and springs in Northwest Central Ohio have been tested with 79 testing positive for total coliform bacteria and 18 positive for E. coli. Over 80 percent of the Amish followed OSU Extension recommendations on shock chlorination and well repairs to improve their drinking water.

#### **Outreach & The World: The Role of International Area Studies Programs**

Amy Weir, Jennifer Nichols, and Janet Stucky, The Ohio State University

International area studies programs provide information about the world to: P-12 educators, business, local government, media, civic groups and the community at large. Due to the interdisciplinary nature of area studies programs, these centers draw upon a wide range of expertise from across the university campus to develop programs that address complex contemporary world issues as well as serve a variety of audiences. This session will provide an overview of the role of international area studies programs in university outreach with particular focus on best practices serving P-12 education.

# Conference Schedule

MONDAY, OCTOBER 7, cont'd

11:30 am - 12:30 pm

## CONCURRENT SESSIONS

### • **How to Build an Effective Workforce Development Center Within an Institution of Higher Learning A Model to Help Companies Meet Demands for a Qualified Workforce**

Milan

Eileen M Smith and Rhonda Stannard, The Center for Corporate & Community Education, The Ohio State University at Mansfield

This session will closely examine the workings of two of The Ohio State University regional campus workforce development centers. These centers are a compelling example of a very successful outreach and engagement effort. The structure, resources, activities and benefits of these two entities will be addressed.

### • **Community Research Partners: A University-Community Partnership to Advance Human**

Pompeii

Services and Community Development Policy and Practice

Roberta F. Garber, Community Research Partners  
Richard V. Carrick, United Way of Central Ohio  
Deborah J. Merritt, The Ohio State University  
Panelists will discuss the formation, operation and future of Community Research Partners, an innovative non-profit partnership of The Ohio State University, United Way of Central Ohio and the City of Columbus. CRP's mission is to advance human services and community development policy and practice through measurement, evaluation and research.

### • **IDEAS Portal Web Site: One Online Stop for Wisconsin's Education Community**

Genoa

John Fischer, University of Wisconsin - Extension  
The IDEAS Portal Web Site ([www.IDEAS.Wisconsin.edu](http://www.IDEAS.Wisconsin.edu)) is a true collaborative P-16 project involving the University of Wisconsin-Extension in constructing a Knowledge Management System of high-quality, teacher-tested, standards-aligned, online resources for educators available from a user-friendly, timesaving search engine.

Come and learn how the project has grown from needs assessment to concept to reality.

### • **Purdue University Engaging Indiana**

Messina

Don K. Gentry, Purdue University

Purdue University, as Indiana's Land Grant University, has embarked upon a comprehensive program to engage the State of Indiana for economic development and quality of life enhancements. This presentation will discuss the plan, the organizational structure, and outcomes of this new initiative.

### • **Linking Outreach/Engagement with the University**

DaVinci

Michael Martin and Marvin Van Kekerix, Penn State University

Karen S. Bruns, The Ohio State University

The hosts of this Outreach Scholarship Conference are active catalysts for change within their institutions. This session will present the successes and challenges at the operational level based on the experience of the presenters.

### • **Teen Safety Mock Crash Docu-Drama**

Ferrara

Judith A. Villard and Barbara A. Brahm, Ohio State University Extension/The Ohio State University

Ohio teen safety mock crash programs have made an impact on teens to reduce poor driving practices and encourage responsible driving decisions. Learn how to engage local community partners in a collaborative effort to address the safety concerns of teen drivers.

### • **Papers: Community Involvement**

Palermo

Interprofessional Public Policy Panels

Steven A. Harsh, Interprofessional Commission of Ohio  
This presentation will describe the theory and practice of interprofessional/interdisciplinary teams of scholars and practitioners assembled to study and make recommendations about complex, emerging social issues, e.g. technology and ethics. Effective outreach that addresses systemic, long-lasting solutions requires collaboration between a variety of partners, and these panels are one model for doing that work.

### **Listening to Community Voices: Community-Based Research, A First Step in Partnership and Outreach**

Gail Gunst Heffner, Calvin College- Center for Social Research

Lissa Schwander and Gail Landheer Zandee, Calvin College

This workshop will describe how Calvin College has used a multi-disciplinary approach in developing community partnerships. Faculty and researchers from different departments and diverse community partners will describe lessons learned and obstacles overcome as we have sought to listen carefully to community voices and to deepen our scholarship of engagement in significant ways. Specific techniques for community-based research will be shared as well as ideas and tools to enhance the collaborative learning among faculty and community.

#### **• Papers: Diversity in Outreach**

Verona

#### **Faculty and student civic engagement in ethnically, culturally, and economically diverse communities**

Robert Leibson Hawkins, UCCPS, Tufts University  
Jean Wu, Arts and Sciences Office of Diversity Education and Development, Tufts University

Faculty and students often face barriers to their research and work in diverse communities. We will present a model of effective faculty and student civic engagement in communities where differences matter. We will focus on an innovative method to engage community members, using research as a tool for community building and social change that maintains relationships within the community.

#### **Partnering for Diversity Outreach Programming**

Mary Crave, Mary S. Grant, and Miriam Simmons, University of Wisconsin-Madison

To encourage innovation and creativity in diversity programming, the Diversity Program Development Initiative (DPDI) provides funding for piloting new programs with underserved learners. This program will review the background and current progress of the DPDI funded programs, some program and partner impacts, and observations and recommendations about funding diversity programs.

#### **• Papers: Changing Partnerships**

Naples II

#### **Partnerships in Community Outreach: The Ohio State University College of Pharmacy Model**

Bella H. Mehta, Kristin A. Casper, Ruth Emptage, and Gerald Cable, The Ohio State University

The Ohio State University OSU College of Pharmacy is

recognized for its leadership in community partnerships. Faculty and students have a long history of participation in outreach programs such as medication management and counseling for senior citizens, medication safety discussions with elementary school children and programs for the indigent and homeless.

#### **Engagement Through Partnerships**

Cheryl P. McCahon, Cleveland State University

Sheila A. Niles, VNA Community Health Care Partners of Ohio

Vision on 22nd Street is an education practice partnership initially created to design and implement a community based nursing curriculum. Subsequent outreach opportunities developed include: information technology applications, including health promotion, disease prevention telehealth initiatives for elders, entrée for student experiential activities and new teaching/learning, research and scholarship agendas. The Vision partnership exemplifies a model of community engagement across settings and levels of prevention.

#### **• Papers: Partnering with Schools**

Naples I

#### **Outreach and Engagement in the College of Education: Meeting the need for continued professional development in schools throughout central Ohio**

Sandra Stroot and Don Cramer, The Ohio State University  
Teacher education as an ongoing process which does not end upon graduation. The College of Education, Office of Outreach and Engagement provides customized, professional development for school district personnel. Courses designed to address district needs will be identified. Participant data will be shared describing whether the program met district needs.

#### **University-Community Partnerships to Prevent Youth Alcohol, Tobacco, and Other Drug Use**

Tena L. St. Pierre, Claudia C. Mincemoyer, and D. Lynne Kaltreider, The Pennsylvania State University

This paper describes the EXSELS project which stands for Extension and Schools Enhancing Life Skills. This outreach-research project is funded by the National Institute on Drug Abuse. Extension-school-researcher collaborations have been developed in 8 Pennsylvania counties for extension to deliver the Project ALERT drug prevention curriculum in middle schools. Lessons learned and preliminary Year 1 evaluation results will be discussed.

# Conference Schedule

MONDAY, OCTOBER 7, cont'd

12:30 - 1:30 pm

## LUNCH AND LEARN

Venice and Florence  
"Leading for Change"

*Sponsored by W.K. Kellogg Foundation, LINC Initiative*  
Learning communities and new leadership styles are a part of many of our outreach initiatives. During this luncheon discuss with the colleagues at your table the ways learning communities and leadership styles have been a part of your work. The discussions will be facilitated by participants from 10 universities across the country who have been studying and learning about engagement through their LINC Initiatives funded through the W.K. Kellogg Foundation.

*Welcome: Gail Imig, program director, W.K. Kellogg Foundation*

1:45 - 2:45 pm

THIS AFTERNOON'S THEME:  
ECONOMIC DEVELOPMENT

## PLENARY SESSION

Ferrara  
"The Evolving Interface Between Industry and Education in a Global Economy"  
Venice and Florence

*Speaker: Paul S. Beck, vice president, Customer Business Development, Procter and Gamble North America, Cincinnati, Ohio.*

*Introduction: Keith L. Smith, associate vice president, Agricultural Administration, and director, OSU Extension, Ohio State*

This presentation will discuss how institutions of higher learning and business can partner to impact local and/or county economics in developing skills require to meet the ever-changing needs of the marketplace environment.

Special thanks to the  
W.K. Kellogg Foundation  
for their financial support of  
today's Lunch and Learn.

## Meet the Speaker

PAUL S.  
BECK



*Vice president, Global Customer Business Development, Procter and Gamble North America since 1976, Paul Beck received his M.B.A. from the University of Utah and is active with the P & G Political Action Committee, Boy Scouts of America, and on the "Give Kids the World" Advisory Council.*

## Meet the Speaker

PETER J.  
ROCHE



*A nationally recognized community development professional, Peter J. Roche has provided leadership and technical consulting services to scores of residential, commercial, and mixed use real estate projects throughout the nation. He specializes in complex urban development initiative, particularly those undertaken by community-based development organizations.*



From 3 to 5:30 pm, you may choose from an in-the-community session; a featured session; or concurrent sessions, including paper sessions.

**3 - 5:30 pm**

### IN-THE-COMMUNITY SESSION

#### P-12 Education in the Community

Hotel West Entrance (Ticketed Event)

Conferees will visit after-school programs in local schools and community agencies.

*Moderator: Daryl Siedentop, director, P-12 Project, Ohio State*

The Ohio State University P-12 Learning Bridge Youth Development Committee focuses on enhancing after-school and summer programs for children, youths, and families residing in the university neighborhoods in Columbus, Ohio. This university-school-community partnership has been in existence for nearly two years in the Columbus community. It is a true university-school-community partnership, as the committee is comprised of representatives from four colleges at Ohio State University, the Columbus Public Schools, and various community youth development stakeholders (i.e., City of Columbus, United Way of Central Ohio, Boys & Girls Clubs, Communities In Schools, etc). The session will involve site visits to two partnership sites in the university community. The Godman Guild (a local settlement house) and the Boys & Girls Club/Medary Elementary School will host informational sessions, highlighting the mutual benefits of the university-school-community partnership.

**3 - 4:30 pm**

### FEATURED SESSION

#### Reinvesting in Communities

Rome I & II

What are the risks and opportunities of community redevelopment driven by a large institution such as a university? Our speaker will offer guidelines for both institutional and community participants in such a process.

*Speaker: Peter J. Roche, principal, Real Estate & Community Development, Winthrop, Mass.*

Panel members will discuss lessons learned in working with diverse communities.

*Moderator: Terry Foegler, president, Campus Partners for Community Urban Redevelopment, Inc., Columbus.*

*Panelists:*

*David Andrews, dean, College of Human Ecology, Ohio State*  
*Dr. Frank Higdon, Senior Lecturer in Community*

*Development, Community and Economic development Graduate Program, Department of Agricultural Economics and Rural Sociology, Penn State*  
*Esther Letven, vice chancellor for Extension Services, University of Wisconsin-Parkside*

**3 - 4 pm**

### CONCURRENT SESSIONS

#### • Teaching Civic Engagement, K-12

Milan

Melvin Hill and Anna Boling, University of Georgia  
This session will “showcase”; a multi-faceted civic engagement initiative designed to promote greater understanding of law and government on the part of teachers, students, adults, and others, and involving teachers, lawyers, judges, and others.

#### • From Outreach to Engagement to Scholarship: A Mission Driven Evolution

Pompeii

Michelle R. Howard-Vital, Hunter E. Thompson, James Edmundson, Kate Walsh, and Annette Coneglio Anderson, University of North Carolina at Wilmington

A team from the University of North Carolina at Wilmington will discuss how the development of diverse partnerships assists them in defining, refining, and actualizing the public service mission of the university. They will discuss how partnerships became the catalyst for social change on campus and among specific constituencies. Partnerships that will be explored include the Digital Communities project with several universities in Japan, the Executive Development Center partnership with government and business leaders, Celebrate Wilmington- a year long celebration of the arts, the Learning Network partnership in educational television, and SpinNC, an Internet portal for community information and nonprofit resources. The team will discuss factors that contribute to the success or limitation of these programs, and the evolutionary nature of partnerships.

#### • Brown Bag Medicine Reviews: Training for Health Care Professionals and Community Partners

Genoa

Gerald Lee Cable, The Ohio State University College of Pharmacy

Linda Pape, Riverside Methodist Hospitals

Since 1997 OSU College of Pharmacy faculty and students have partnered with Parish Nurses to conduct over 40

# Conference Schedule

## MONDAY, OCTOBER 7, cont'd

### 3 - 4 pm, cont'd

brown-bag medicine reviews. During this workshop, participants will discuss the benefits of medicine reviews and receive training on the process. They will also experience the 30-minute presentation portion of the program.

#### • **First Impressions: The Next Generation**

Siena

Andrew Blair Lewis and Bill Pinkovitz, Center for Community Economic Development, University of Wisconsin Extension

This presentation introduces a new and improved community economic development tool that provides an objective basis for sound community development planning and action. This expanded version of the First Impressions program, builds on the ten-year history and use of the tool by hundreds of communities across the country

#### • **Introducing Penn States Arts and Health Outreach Initiative AHOI**

Messina

Ermyrn France King and Donald Wilmot Leslie, The Pennsylvania State University

Join the crew of AHOI, Penn State's arts and health outreach/extension collaboration supported by the College of Arts and Architecture, Health and Human Development, Medicine, and Outreach and Cooperative Extension, to explore the launch, first year, and future of this interdisciplinary partnership-based three-year pilot initiative.

#### • **Papers: Community Involvement**

DaVinci

**Building an Engagement Model with Experts and the Public: The Klamath Basin Story**

William S. Braunworth, Oregon State University  
Thomas J Gallagher and Ronald L. Hathaway, Oregon State University Extension Service

To share how faculty Extension and research scientists from two Land-Grant universities engaged the people of the Upper Klamath who are in a crisis in development of an assessment of impacts and opportunities.

#### **Extensions Role in Building Community Consensus in a Land Use Planning Process**

Thomas K. Cadwallader and Thomas Geiger, University of Wisconsin-Extension-Lincoln County

The successful adoption of a countywide comprehensive planning process demonstrates how Extension Educators can provide a vast array of information gathering methodologies, educational opportunities and group process facilitation skills in helping communities deal with many of the conflict laden public policy issues they face.

#### • **Papers: Engagement as Scholarship**

Ferrara

**Engaged Learning: Frames of Reference and Scholarly Underpinnings**

Frank Fear, Richard Bawden, Cheryl Rosaen, and Pennie Foster-Fishman, Michigan State University

The engagement movement will not mature intellectually unless faculty shares the scholarly underpinnings of their work. An interdisciplinary group shares the philosophical, conceptual, and normative dimensions of their engagement model, and shows why engaged learning has emerged as the cornerstone of their way of thinking about and practicing engagement.

#### **Faculty Engagement in Community-Based Scholarship at a Land-Grant Research University**

Kathleen E. Hill, The Ohio State University

This session discusses findings and implications from a constructivist case study exploring why faculty engage in community-based scholarship and how their engagement influences their careers.

#### • **Papers: Economic Development**

Palermo

**Creating Change Through University Involvement in Economic Development**

Gregory Davis and Nancy Bowen-Ellzey, Ohio State University Extension

Extension agents are strengthening the connection between the University and the local community, specifically in the area of local economic development. The relationship is being developed through the agents' partnership with local economic development organizations, and the delivery of field- and campus-based economic development programming to meet needs determined by the local community.



**Statewide Regional Economic Development Planning: A Multi-University Partnership with State Government**

Michael T Peddle, Northern Illinois University  
Eric Rinehart, Illinois Department of Commerce and Community Affairs

John L Lewis, Center for Governmental Studies  
The State of Illinois has undertaken a five-year, statewide, regionally based economic development strategic planning effort carried out through partnerships with outreach units at state universities. University partners are responsible for developing and nurturing partnerships among regional stakeholders to enhance economic development planning in eleven defined regions covering the entire state.

**• Papers: Enhancing Communities**

Verona

**University Outreach for Economic Development: The Role of an Appalachian Learning Center**

Tom Worley, Donald McFeeters, and Julia Keller, The Ohio State University

Experiences of organizing, operating and sustaining a newly developed Learning Center at an established research and extension outreach unit located in Appalachia Ohio will be presented. The objective is to share how the learning center has enhanced the overall delivery of the existing programs thereby contributing to fulfillment of the economic development mission of an OSU Outreach Center.

**Sage Decisions for Livestock and Sage Grouse: Putting Communities Back Into Conservation**

Terry Allan Messmer and Jack M. Payne, Utah State University

Universities have long endured because of their unique mission and the role they have played in improving quality of life. However, the higher education environment and support for what we do is changing. Increasing natural resource management challenges regarding species conservation faced by communities in Utah, provided Utah State University faculty and staff with the opportunity to identify and implement new community-based conservation partnerships that are increasing local ownership in conservation actions and enhancing economic sustainability.

**• Papers: Understanding Our Work**

Naples II

**Our Customers Our Future: Utah State University Extension Accountability in Action Program**

Dallas L. Holmes, Utah State University

Universities seeking to be catalysts for change must have a foundational understanding of how stakeholders presently

perceive them. Processes for identifying key societal program needs must be identified and a collaborative plan crafted to address those needs. This session provides an accountability in action model to accomplish this goal.

**The Scholarship of Community Service/Outreach: Is it a Good Thing for Academics?**

Warren Rauhe, Michigan State University

Community service/outreach may at first glance appear to be an opportunity to engage in scholarly activity that does not have the standard content of procedures associated with traditional science based research. A definition, description, guidelines, and potential evaluation criteria will be presented that help define the comparison to traditional research. The results may not be as differing as one may think.

4:30 - 5:30 pm

**CONCURRENT SESSIONS**

**• Assessing the Scholarship of Engagement: Adapting Scholarship Reconsidered and Scholarship Assessed to Evaluate Outreach Faculty for Tenure and Promotion**

Milan

Fariba Pendleton and Denise Retzleff, Wisconsin Extension

Explore the University of Wisconsin-Extension's definition of "Scholarship" and learn the process used to assess a faculty member's scholarly work. This session will help you build upon your knowledge of the evaluation of outreach scholarship to in turn, apply it to your own institution.

**• Applying Partnership Design in the Development of Continuing Education for Professionals**

Pompeii

Debra R. King, Patricia M. Christopherson, and Diane Brandt, University of Wisconsin-Eau Claire

Changes in state certification requirements served as the catalyst for development of the Community Based Services Training Partnership for Adults. Examine how this partnership was created, explore funding initiatives, methodology, and committee development used for program identification and problem solving.

# Conference Schedule

## MONDAY, OCTOBER 7, cont'd

4:30- 5:30 pm, cont'd

- **Partners in Progress: Promoting Community-Driven Economic Development through University Outreach**

Genoa

Ralph S. Foster, Robert S. Montjoy, Joe A. Sumners, and Dennis K. Ruth, Auburn University

Community engagement is the basis for a non-traditional outreach model which assists communities in organizing and directing their own development initiatives, channeling university resources through partnering relationships. Shared benefits include community empowerment, greater citizen participation, effective application of university resources, and valuable feedback for research and instruction.

- **Ignite**

Siena

Tammi L. Palmer and Craig Weidemann, UMBC: An Honors University in Maryland

In the fall of 2000 an internal economic development group, called Ignite, was formed at the University of Maryland Baltimore County. The scope of Ignite's mission was to act as a think tank/brain trust to analyze strategic business outreach issues. Two years later Ignite is a fine tuned vehicle that drives coordinated economic development efforts at UMBC. While this group continuously explores more efficient and effective ways of partnering with internal and external entities, we have built a strong mechanism to perform business outreach activities that appear seamless to external audiences. Our presentation will illustrate the Ignite structure, explain why it's successful, highlight a few great results and share areas we are improving.

- **Use of Focus Groups: An Effective Tool for Involving People in Measuring Program Quality and Impact**

Messina

Judith A. Villard, Ohio State University Extension/The Ohio State University

This session will empower participants to effectively and efficiently use focus groups to help gather critical impact data and then document the impact of their educational and/or volunteer programs. Fact sheets, case studies, interactive lecture, small and large group discussion, and

real life applications will be used to achieve session objectives.

- **Successful Collaborations**

Naples I

Keith L. Smith and Karen S. Bruns, The Ohio State University

Building relationships are fundamental to successful collaborations. Using a proven successful collaboration framework would help the process of participation through which people, groups, and organizations work together to achieve desired results and are characterized by building and sustaining "win-win" relationships.

- **Improving Off-Campus Housing Conditions through Partnerships**

DaVinci

Katherine J. Wise, The Ohio State University Student Housing Legal Clinic

The Student Housing Legal Clinic was founded in 1999 to provide legal assistance to OSU students with landlord/tenant concerns. This presentation will address how the Clinic has since established partnerships between the University, the City of Columbus, and community organizations and individuals in order to improve the condition of housing in the off-campus community.

- **Papers: Changing Partnerships**

*This Papers Session is expected to run to 5:45 pm due to the presentation of three papers.*

Ferrara

- **Penn States Rural Women's Health Initiative: An Interdisciplinary Outreach Partnership**

Stephanie Tyworth, Susan LeWay, and Marilyn Corbin, The Pennsylvania State University

This presentation will explore the development of Penn States Rural Women's Health Initiative and examine the strategies that were used to build a nationally recognized, interdisciplinary partnership. Problems and set backs encountered along the way will be discussed as well as highlights of outreach programs.

- **W.K. Kellogg-WVU Expanding Community Partnerships Program: A Model for Extension/Academic Program Service Learning Collaboration**

Jill Kriesky and Lawrence Cote, West Virginia University  
This paper describes a strategic alignment between West Virginia University's Extension Service, Office of Service

Learning Programs, and academic colleges designed to foster university service-learning partnerships. It analyzes the model, its implementation, and its ability to meet the partners goals, offering frank assessments of performance and recommendations for future improvements.

**Building Community Partnerships: Determining Organizational Capacity to Support Public Deliberation**  
Sue E. Williams and Renée Daugherty, Oklahoma State University

This session will share results of a project to determine statewide organizational capacity to support citizen engagement through public deliberation as well as the establishment and mission of this partnership are reported.

**• Papers: Economic Development**

Verona

**Ohio Cooperative Development Center: A Partnership for Outreach**

Donald McFeeters, Travis West, Julia Fox, Tom Worley, John Ellerman, Yi Yang, and Dave Hahn, The Ohio State University

Presenters will explain the outreach activities of the Ohio Cooperative Development Center (OCDC) to enhance

economic development in rural Ohio by establishing new cooperatives and strengthening existing cooperatives. The initial outreach activities lead to long-term technical assistance, education and training, partnerships and networks to support economic development through various groups.

**Building Community Capacity for the New Economy: A Land Grant University's Holistic Engagement Model**

Nancy E. Franklin and Timothy V. Franklin, Virginia Tech  
Virginia Tech is partnering with municipal governments, K-20 institutions, private businesses, and a non-profit foundation to transform the regional economy in Southside Virginia through the development of technology and human infrastructure. This holistic engagement model utilizes the teaching, research, and technology expertise of Virginia Tech to build the region's competitive capacity for the new economy.

# Conference Schedule

MONDAY, OCTOBER 7, cont'd

6 - 7 pm

**Reception- Hors D'Oeuvre Buffet and Poster Sessions**  
Venice/Florence/Atrium

7 - 8:30 pm

## Keynote

Venice/Florence

**“Seizing the Moment- Creating a Changed Society and University Through Outreach”**

*Keynote: Judith Ramaley, assistant director for Education and Human Resources Directorate, National Science Foundation*

*Welcome: Bob Moser, vice president, University Outreach, Ohio State*

*Invitation to 2003 Conference: Kevin Reilly, chancellor, University of Wisconsin-Extension*

*Introduction of Speaker: Karen A. Holbrook, president, Ohio State*

For ten years, universities have been discussing the importance of university-community partnerships and have developed new models for outreach. These experiences have established the foundation for the future in university-community partnerships. This presentation will challenge participants' thinking about the role of university-community partnerships in the future, and our responsibilities in creating these changes.

## Meet the Keynote Speaker



JUDITH  
RAMALEY

Judith Ramaley is a celebrated educational innovator and the new assistant director for Education and Human Resources Directorate at the National Science Foundation. The former president of two universities, most recently the University of Vermont, Ramaley has a special interest in higher education reform and has played a significant role in designing regional alliances to promote educational cooperation. In Vermont, Ramaley served as a member of the Vermont Commission on Higher Education Funding and as a member of the Governor's Council of Economic Advisors. Nationally, she recently served as a member of the board of the Association of American Colleges and Universities (AAC&U) and as a member of the National School-to-Work Advisory Board. She is currently chair of the AAC&U's Greater Expectations Panel, which is working to define the aims of a 21st-century undergraduate education.

# Conference Schedule

TUESDAY, OCTOBER 8

7:30-8:30 am

## BREAKFAST ROUNDTABLES

Venice/Florence

To move to a totally engaged university the policies and infrastructures must be in place to support university/community partnerships. Dialogue over breakfast with colleagues concerning developing and implementing such policies and infrastructures. Each table will have a facilitator, and a topic listed on the table. Choose a topic of interest, and enjoy the dialogue. Discussion topics include

- \* promotion and tenure
- \* funding policies and grants
- \* awards for outreach
- \* offices for university outreach/engagement
- \* databases - implementing and utilizing
- \* service-learning in the curriculum
- \* collaboration across departments

8:45-9:45 a.m.

## PLENARY SESSION

### “Shaping Pathways to Higher Education”

Venice, Florence

A description will be offered of the efforts put forth at UCSD to increase campus diversity by developing collaborative school/university partnerships with local elementary and secondary schools in low income, “urban” communities. This approach shows that a collaborative partnership model can increase college-going outcomes for underrepresented students and promote equitable change in school structures and climate.

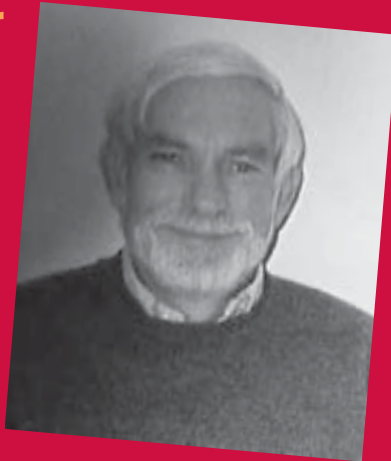
*Speaker: Bud Mehan, professor of sociology and director of CREATE, University of California- San Diego.*

*Introduction: Daryl Siedentop, director, P-12 Project, Ohio State*

THIS MORNING'S THEME:  
P-12 EDUCATION

## Meet the Speaker

BUD  
MEHAN



*Bud Mehan is professor of sociology and director of CREATE at University of California-San Diego (UCSD), appointments which link his commitments to research and practice. CREATE coordinates efforts at UCSD to improve the academic preparation of underrepresented students in the community. Mehan received his Ph.D. in sociology from UC Santa Barbara and recently authored Extending School Reform. He is a member of the National Academy of Education and has won many awards, including the Eleanor Roosevelt College Outstanding Teaching Award and the Muir College “Most Valuable Professor” Award in 2001.*



# Conference Schedule

TUESDAY, OCTOBER 8, cont'd

From 3 to 5:30 pm, you may choose from an in-the-community session; a featured session; or concurrent sessions, including paper sessions.

10 am - 12:30 pm

## IN-THE-COMMUNITY SESSION

### Health and Safety in the Community

Hotel West Entrance (Ticketed Event)

Participants will visit Children's Hospital Columbus and explore the vast array of community-based programs associated with the hospital and the Department of Pediatrics at The Ohio State university College of Medicine and Public Health.

*Moderator: Olivia Thomas, M.D., clinical professor of pediatrics and director of Ambulatory Pediatrics, Ohio State*

Children's Hospital has had pediatric health centers in the Columbus community for over 36 years, providing comprehensive, community based, multi-disciplinary health care to unserved and underserved children. OSU Department of Pediatrics faculty staff these centers which are training sites for OSU medical students and pediatric residents. The centers are located in inner-city areas where there is very little access to pediatric care. Children's Hospital believes that every child has the right to quality health care regardless of their families' ability to pay, that preventive care does reduce the risk of serious illness and

lowers the cost of health care, and that parents and patients are an important part of the health care team. Participants will tour one of the centers, interact with staff, and learn about the many outreach activities in the community.

10 - 11:30 am

## FEATURED SESSION

### Creating strategic Partnerships between Universities and P-12 Education for Sustained Change Rome I & II

By partnering several central Ohio higher education institutions with the Columbus Public Schools, Superintendent Gene Harris is proactively addressing the complex issues that impact urban schools. She will share her vision and the steps that universities and communities can take to strengthen P-12 education.

*Speaker: Gene T. Harris, superintendent, Columbus Public Schools.*

Panel members will share lessons learned in partnering to strengthen P-12 education.

#### *Panelists:*

*Daryl Siedentop, director, P-12 Project, Ohio State  
Jeffery Parker, associate professor, psychology, Penn State  
Nancy Zimpher, chancellor, University of Wisconsin-Milwaukee*

## Meet the Speaker

GENE T. HARRIS



*Gene T. Harris became the Columbus Public Schools 19th district superintendent in 2001. Since that time, she has earned unanimous Board of Education support of the long-range District Continuous Improvement Plan and her short-term Work Plan with the goal of getting the district out of academic emergency by summer 2003. Under her leadership, the district has received \$3.5 million to expand Project GRAD (Graduation Really Achieves Dreams), a K-12 initiative that focuss famil members on academic achievement and culminates with students going to college.*

*A graduate of the Columbus Public School district, Harris completed her BA at the University of Notre Dame, her master's at Ohio State, and her doctorate at Ohio University.*



## CONCURRENT SESSIONS

### • Operationalizing Outreach Partnerships: Applying Change Theory to Practice

Milan

Michelle S Rodgers, Penn State Cooperative Extension and Outreach

Theodore Alter, The Pennsylvania State University

This session will share practical examples of how change theory has been put into practice to deliver community programs will be shared. Each model program involves Penn State Cooperative Extension and at least one other university outreach partner. From theory to practice, the lessons learned and future implications will be shared.

### • Online Learning Communities and Impact on Learning in Continuing Education

Genoa

Heidi Watson and Jeri Childers, The Pennsylvania State University

A panel of representatives from the Outreach Scholarship Online Learning Community will present descriptions of their experiences. Each panelist will describe their role, strategies, and techniques. A discussion of best practices, and question and answer session will provide ideas and tips on how to customize online learning communities for your outreach audiences.

### • What are we Learning about Institutional Engagement? Insights from the Field

Siena

Louise Sandmeyer, The Pennsylvania State University

Stephen Buhler, University of Nebraska-Lincoln

Frank Fear, Michigan State University

Kellogg Foundations Leadership for Institutional Change

LINC fosters new ways of working together on campus and off for the good of society. What is being learned from LINC experiences taking place across the country? Grounded in an analysis of engagement stories from the field, LINC project directors share lessons learned.

### • Papers: Partnership Formations

Messina

**Senior Capstone Project: The Mutual Benefits of Community Partnering**

Mindy McNutt Young, Wright State University - Lake Campus

FREE HELP was the header for an article for the local Chamber of Commerce Bulletin. What was being sought

were opportunities for students to engage with the local business community to solve current organizational problems. This session will briefly overview how this newly created degree program engaged the community in its development—but more importantly, how seniors in the program give back to the community through their expertise and understanding of organization problem analysis and solution.

### Priming a Partnership for University Community Engagement

Murali Vedula, Mary Krause Thiry, and Steven D. Brachman, University of Wisconsin-Extension

This session describes a unique partnership between day-school, after-school, families, and the Engaged University. Best practices for priming include early involvement of all key stakeholders. A pilot de-bugs the process without much financial commitment and weeds out non-committed partners. Further, it allows the community to gain ownership in the process and outcomes.

### • Papers: University-Business Relationships

DaVinci

**Virginia Techs Technical Assistance Program: a new model for University Outreach and Engagement with Industry, a New Revenue and Relationship Stream.**

Edward L. Nelson, Virginia Tech

Virginia Tech has successfully implemented a novel outreach program that streamlines the process for faculty to conduct consulting work with industry as university business. A template contract that address concerns regarding intellectual property, liability protection, and administration of financial transactions is the heart of the program. Virginia Tech's Technical Assistance Program, TAP represents a new revenue and relationship stream and a value-added service function for University Outreach.

### The Development Of A Corporate University Through A College-Business Partnership

Charles Boltwood and Carla Gantz, Columbus State Community College

There is a growing trend among some of the most successful companies to offer comprehensive employee development programs through their own corporate universities. This presentation will consider the development of Deloitte & Touche University through a successful partnership initiative between Columbus State Community College and Deloitte & Touche. Recommendations will be offered for encouraging such college-business initiatives.

# Conference Schedule

TUESDAY, OCTOBER 8, cont'd

10 - 11 am, cont'd

## • Papers: Science Education Partnerships

Ferrara

### Saint Mary's College Teacher Science Institute: Teaching and Learning by Guided Inquiry

Deborah Ann McCarthy, Saint Mary's College

The Saint Mary's College Teacher Science Institute TSI is a one-week summer workshop for K-7 teachers. Three major aspects for development of the teacher's knowledge and skills in teaching science are included in the workshop. First, we teach the teachers as we expect them to teach their students, using guided inquiry. The focus is on teaching physical science content, using guided inquiry, at an appropriate level for adults so we model the process as they learn. Second, we develop their content and process skills using materials from physical science commercial kits STC, FOSS, and Insights in grade-level relevant groups. Third, we discuss topics including, what is guided inquiry? Why use it? What difficulties can be expected for implementation and assessment of guided inquiry approaches to teaching science? Finally, qualitative and quantitative assessment of the TSI will be presented. The Eli Lilly Foundation and Saint Mary's College support this project.

### Wonders of Our World — W.O.W.

Susan Olesik, Dept. of Chemistry, The Ohio State University

Martha Scherpelz and Rick Weininger, Chapman Elementary, Dublin, Ohio

W.O.W. is a science outreach project for elementary schools. The project involves the close collaboration of Ohio State University faculty members and students, the entire faculty of elementary schools and local area scientists. Through the collaboration with elementary school teachers, the program is intended to 1) enhance the science literacy of elementary students and elementary school teachers, 2) increase the science material that elementary school teachers are comfortable presenting to their students, 3) increase the involvement of local scientists, parents and undergraduate science students in important community projects, and 4) generate a model that can be used by scientists across the United States to assist science programs in other elementary schools.

## • Papers: The Future

Palermo

### The Craft of Public Scholarship in Land-Grant Education: Lessons and Insights from Practice

Scott J. Peters, Cornell University

Theodore R. Alter, The Pennsylvania State University

Nicholas R. Jordan, University of Minnesota

In what ways does the public scholarship of academic faculty and staff in land-grant institutions help to realize the civic dimensions of the land-grant mission? What do we need to do to deepen and expand the craft of public scholarship in the 21st century? This workshop will explore these questions, drawing on the lessons and findings of a national research project.

### Trends and Issues Affecting Extension Outreach in the Early 21st Century

Jerry Thomas and Daney Jackson, The Ohio State University Extension

As society changes so does the role of Cooperative Extension. This study utilizes a literature review, primary data analysis, and personal experience to identify trends and issues affecting Cooperative Extension over the next five years and then offers recommendations about the roles and methods that Cooperative Extension should adopt.

## • Papers: Outreach and Learning

Verona

### Managing Educational Resources

Michele M. Jacques, University of Wisconsin-Extension  
Representatives of the University of Wisconsin-Extension will describe the challenges of managing the digital educational resources produced by the institution. They will discuss and demonstrate the implications of learning management systems

### **Change in Continuing Higher Education: Opportunities for Leadership**

Jean Foster Herron, The University of Alabama  
Donna R. Estill, The University of Alabama Department of Chemistry

Continuing higher education has moved in recent years from the margins of institutions into the mainstream. This presentation will focus on the reasons for the recent importance of continuing education and the ways in which continuing educators can use this power to be catalysts for change in the academy.

#### **• Papers: Health and Safety**

Naples II

#### **Outreach Scholarship Using Participatory Action Research PAR Model: Lessons from the Hmong Domestic Violence Education Program**

Kalyani Rai, University of Wisconsin-Milwaukee  
This paper explores the use of a Participatory Action Research PAR model in a study of domestic violence in the Hmong and Southeast Asian community of Milwaukee. It explores the contradictions, challenges and rewards of pursuing a scholarship of engagement that meets the demands of traditional faculty-defined discipline-focused scholarship, while simultaneously addressing community defined research problems.

#### **Community Health Access Outreach Strategies and Evaluations**

Sharon Strouse and Kate Herb, The Ohio State University  
Through several community partnerships, including grant funding for significant programming, the outreach and awareness of children/families served by Medicaid has increased significantly. The community success of outreach and awareness programming and evaluations will be highlighted.

**11:30 am - 12:30 pm**

### **CONCURRENT SESSIONS**

#### **• Peer Review, Coaching, and Counseling for Documenting the Scholarship of Engagement**

Milan

Lorilee R. Sandmann, The University of Georgia  
Steven F. Schomberg, University of Illinois - Urbana-Champaign

David Cox, The University of Memphis

Cheryl Rosaen, Michigan State University

Robert Bringle, Indiana University Purdue University Indianapolis (IUPUI)

In a one-on-one environment, members of the National

Review Board will provide an opportunity for conference participants to have their dossiers reviewed, as well as receive coaching and counseling in documenting areas of scholarship of engagement.

#### **• When Academe Leaves the Ivory Towers: How an Online Nursing Program Coped with the Realities of Doing Business in the Real World**

Pompeii

Dawn Crim, University of Wisconsin

Based on the University of Wisconsin's experiences with a commercial publishing house to develop a national market for its online nursing program, the presenters will identify issues that colleges and universities should consider when working with a corporate marketing partner.

#### **• Fostering Faculty Engagement in University-Community Partnerships**

Genoa

Janet Bokemeier and Patricia Farrell, Michigan State University

Universities must reexamine their approaches and forge new structures to facilitate multidisciplinary research, outreach, and engagement with communities. In this session, the presenters will describe a new model for supporting faculty engagement, outcomes of this approach and explore other ways to institutionalize faculty support for engagement.

#### **• Leadership Skills and Career Awareness: Can these be taught?**

Siena

Cora M. Dzubak and Monica Grigera, Penn State York  
Mary B. Young, Hosteter Educational Consultants

This presentation will provide the audience with an overview of a one-week summer program for high school students that include three strands: leadership, career awareness and corporate mentoring. Funding, student selection, staffing, collaborative activities, and program accomplishments will be addressed.

#### **• Business Enhancement Network at the OSU South Centers: A Model for Enhancing Rural Economic Development through University and Community Centers**

Messina

Donald McFeeters, John Ellerman, Julie Fox, Julia Keller, Steve Shepherd, David Boulay, and Deanna Tribe, The Ohio State University South Centers

A team of presenters from The Ohio State University

# Conference Schedule

**TUESDAY, OCTOBER 8, cont'd**

**11:30 am - 12:30 pm, cont'd**

South Centers uses the latest technology to showcase innovative outreach initiatives for funding, marketing and implementing various community partnership programs. Discover how OSU partnerships developed into long-term sustainable alliances that meet the strategic priorities of business and economic development.

## • **Measuring Scholarly Outreach at Michigan State University - Tools, Challenges, and Faculty Perceptions**

DaVinci

Diane L. Zimmerman, Robert L. Church, Burton A. Bargerstock, and Patricia A. Kenney, Michigan State University

Attendees learn about Michigan State University's outreach measurement initiative, emerging insights about the data and stories the measurement tools capture, and faculty perceptions of their effectiveness in reflecting the depth and complexity of outreach as scholarly engagement. The ensuing conversation will help shape both MSU's work and the national work.

## • **The P-12 Learning Bridge: Connecting The Ohio State University with Schools, Organizations, and Residents of the University Neighborhoods**

Naples II

Danielle Polemeni, The Learning Bridge  
Dawn Anderson-Butcher, College of Social Work, The Ohio State University  
Michael Casto, Interprofessional Studies, College of Education, The Ohio State University  
Peter Demerath, School of Policy and Leadership, College of Education, The Ohio State University  
Carolyn Hughes, Expanded Learning Opportunities, Columbus Public Schools  
Golden Jackson, Consumer and Textile Science, College of Human Ecology, The Ohio State University  
Sara Neikirk, Communities in Schools

The Learning Bridge is a program of The Ohio State University P-12 Project and a partnership between Ohio State, Columbus Public Schools, Columbus Education Association, and neighborhood organizations. The Learning Bridge works to improve the education of children in thirteen public schools that serve families living in the University neighborhoods.

## • **Papers: Outreach in Communities**

Ferrara

**Sustaining Engagement and Rural Scholarship**  
Randall Longenecker, The Ohio State University College of Medicine and Public Health

The OSU- Oakhill Rural Family Practice Residency Program is the latest in a series of scholarly engagements linking The Ohio State University with Mary Rutan Hospital, a rural community hospital in Logan County, Ohio. This session will describe a qualitative study identifying key attributes of this successful relationship.

**University/Military Partnerships - Focus on the Troops, but Don't Forget Their Families.**

Edward Thompson, Penn State University  
Max Padilla, Jr. Lt. Col. - Retired, Servicemembers Opportunity Colleges SOC

This session will highlight some current issues related to creating effective partnerships between the various branches of the military including the National Guard and higher education institutions. The primary focus is to discuss the various ways that universities can better collaborate and coordinate efforts to fulfill the continuing educational needs of active duty troops and to also identify some research topics that may be of interest to Outreach professionals. Secondly we will focus on the unique needs of the service member's family and ways that universities can include this important segment of our society in various outreach programs.

## • **Papers: Changing Partnerships**

Palermo

**Portalwisconsin.org: a Portrait of Partner Success**

Nella G. Citino, Wisconsin Public Television  
Using the best of the web, portalwisconsin.org was developed using resources and ideas that crossed seven diverse partners. Through different forms of outreach, these partners have fed this Web site, the project, their constituents, and each other. Portalwisconsin.org is a comprehensive connection to the vast riches of Wisconsin's culture, arts, humanities, and history.

**Arts Partnership: Strengthening the Arts Through University and Community Collaboration**

Christopher P. Dufour, Patricia A. Book, Melanie K. Doebler, and Donald W. Leslie, The Pennsylvania State University  
Penn State's Arts Partnership was established in 1998 to



work with University faculty and staff, the Central Pennsylvania Festival of the Arts, and other community partners to increase arts-related outreach activities for P-12 teachers and other audiences. The Arts Partnership serves effectively as a forum in which representatives from over 15 organizations and units can share ideas and coordinate efforts toward an arts and education agenda.

• **Papers: Healthy Communities**

Verona

**Re-visiting the Land grant Institutions Extension Services Model to Foster Healthy Families**

Lydia Sondhi, Department of Family and Consumer Sciences, California State University

Avery Goldstein and Wendy Reiboldt, Department of Family and Consumer Sciences, California State University, Long Beach

Sue Stanley, California State University

The FCS Family Resource Center is a commitment to service learning. Community opportunities are coordinated across curricula into interdisciplinary Health and Safety services to agencies, individuals and/or families. The FCS Department reviews the best practices of land grant institutions Extension Services as input to the Family Resource Center.

**Protecting Our Own**

Barbara A. Brahm, Ohio State University Extension The Ohio State University

Frank Parcher, Hancock County Fire Fighters Association Health/safety statistics and key community surveys identified several health and safety concerns in Hancock County, Ohio. The Hancock County Office of Ohio State University Extension has engaged with numerous community partners to address teen driving practices, child safety, sun safety, use of child safety seats, inline skate safety and childhood obesity.

• **Papers: Lessons of Partnerships**

Naples II

**OSU/Urban Schools Initiative: A University/School Partnership**

Oliver Perry Jones, The Ohio State University, College of Education

Carolyn Staunton Simpson, The Ohio State University Within the context of a statewide mandate for improved public school education in Ohio's urban centers, OSU's College of Education has joined in partnership with four urban school districts to address a range of professional development and research interests. The presentation examines the lessons learned in the first three years of this innovative partnership.

**Relationship Building: The First Eighteen Months of a University-Community Collaboration**

David Taylor and Sean Kelly, Niagara University

This presentation will focus on the strategies, accomplishments and issues that emerged during the first eighteen months of efforts of a small Catholic university to partner with various city and community groups in the City of Niagara Falls, New York.

12:30 - 2:30 pm

**LUNCH AND LEARN**

Venice/Florence

**"Expanding the Circle of Change"**

Welcome - Bob Moser

During this conference you learned about successful outreach, changes occurring through outreach, and changes occurring at other universities. Spend lunch discussing with colleagues processes and steps for applying what you have learned in your university/community. Each table will have a facilitator, and a topic listed on the table. Choose a topic of interest, and enjoy the dialogue. Discussion topics include

- \* Involving faculty in creating a more engaged university
- \* Involving community members
- \* Engaging students in outreach
- \* Enhancing the role of staff in university outreach
- \* Sharing strategies for what you have learned
- \* Championing outreach
- \* Building your engagement team

**Concurrent Meetings During Lunch**

Urban Schools Partnerships Committee Meeting  
Verona

W.K. Kellogg Linc Project

Worthington Board Room

Inaugural Meeting CIC Outreach Committee

Palermo

2:30 pm

**CONFERENCE CONCLUDES**

# Poster Sessions

*Poster Sessions will be on display throughout the conference.*

*Come and meet the presenters Monday, October 7, from 6 to 7 pm.*

**Using Youth Leadership Opportunities to Encourage Sun Safety and Sun Protection Practices for Teens**  
Dee Jepsen and Joyce Smith, and Benita Jackson-Smoot, The Ohio State University

**Community Health Access Outreach Strategies and Evaluations**  
Sharon Strouse and Kate Herb, The Ohio State University

**The Changing Role of Extension Educators**  
Nancy Kukay, Ohio State University Extension

**Our Customers Our Future: Utah State University Extension Accountability in Action Program**  
Dallas L. Holmes, Utah State University

**Providing Entrepreneurial Incentives for Faculty to Increase University Outreach Activities**  
Frank J. Sabatine, Ball State University

**Hybrid Distance Learning: A Great Fit For Smaller Institutions**  
Margie Martyn and Steven L. Kosztya, Baldwin-Wallace College

**A Shore Thing: Collaborative Research to Improve Teacher Training in Environmental Education**  
Sharon A. Hollander and Karen Stieglitz DePalma, Georgian Court College

**Lessons from a Study of Extension's Strategic Practices & Choices**  
Duane Dale, DFD Associates

**The Many Faces of Service Learning**  
Anne L. Bower, The Ohio State University at Marion

**Dimensions of Success - Outreach and Engagement Seed Grants Programs**  
Thomas M. Archer, Ohio State University Extension  
Karen S. Bruns, The Ohio State University

**Merging Academics and Activism: Applied Sociology at Buffalo State College**  
Gary Welborn, Buffalo State College

**Exploring Resistance to Using New Technology in Outreach Education: Lessons On When To Dismount From Extension's Tried and True Horse**  
Andrew Lewis, Center for Community Economic Development/University of Wisconsin Extension  
Joan Cybela, Program Development and Evaluation Unit/

University of Wisconsin Extension

**The Journal of Extension: On-Line, On Target, and Reaching Out**  
Joan S. Thomson, The Pennsylvania State University  
Thomas M. Archer, Robyn L. Ness, and Keith L. Smith, The Ohio State University

**Fostering Collaboration Among Extension and Outreach Units**  
Greg Wise, University of Wisconsin-Extension  
Michael Martin, Jim Campbell, and Mary Jo Depp-Nestlerode, The Pennsylvania State University

**Shore Agricultural Sustainability Program: An Integrated Team Effort**  
Robert Kratochvil, University of Maryland  
John Hall, Maryland Cooperative Extension Kent County Office  
Y. Martin Lo, University of Maryland Nutrition and Food Science

**Faculty Engagement in Community-Based Scholarship at a Land-Grant Research University**  
Kathleen E. Hill, The Ohio State University

**Building Cross-Agency Collaborations and Partnerships**  
Bela R. Bowley, Muskingum Area Technical College

**Partnering with the Community-Informational Outreach Sites to Promote Access**  
Pat K. Fessenden, University of Wisconsin-Madison

**Improving Off-Campus Housing Conditions through Partnerships**  
Katherine J. Wise, The Ohio State University Student Housing Legal Clinic

**Development of a Mobile Geriatric Dentistry Program: An OSU College of Dentistry Outreach Program to Appalachia**  
Abdel Rahim Mohammad, The Ohio State University College of Dentistry  
Rick Grove, The Ohio State University Extension East District  
Nina W Keller, Area Agency On Aging #7 Inc.

**Value of Constituency Partnerships for Extension/Outreach Programming Success**  
R. Chris Williamson, University of Wisconsin

**Building Outcome Evaluation Capacity: From Training People to Fostering Community Infrastructure**  
Robert E. Brown and Celeste Sturdevant Reed, Michigan State University



**Industrial Automation Maintenance: A Case Study of Successful Non-credit Partnerships**

Bill Ferguson and Kimberly J. Sayers, The Ohio State University Agricultural Technical Institute  
Gregory P. Gordon, The Ohio State University

**University/Military Partnerships - Focus on the Troops, But Don't Forget Their Families**

Edward Thompson, Penn State University  
Max Padilla, Jr. Lt.Col. - Retired , Servicemembers Opportunity Colleges SOC

**The First Book Journey: An Evolving Collaboration**

Lynne Blinkenberg, Wisconsin Public Television  
Gloria Green, University of Wisconsin-Cooperative Extension

**The Maryland Plan: Perceiving the Town/Gown Relationship Using a Shared Vision of the Physical Environment as a Platform for Addressing Sources of Conflict**

Kapila Silva, University of Wisconsin, Milwaukee

**Reaching Out to Promote Reaching In: Service-Learning Partnerships Between the University of Wisconsin-Madison and Madison Communities**

Gerry Campbell and Neema Avashia, University of Wisconsin, Madison

**Partnership to Promote Philanthropy**

Leslie Lilly, Foundation for Appalachian Ohio  
Christine Cugliari, The Schooler Family Foundation  
Deanna Tribe, The Ohio State University

**Boys & Girls Clubs Go to College**

Laurie Beth Hartzell and Molly Frank, Boys & Girls Clubs of Columbus, Inc.

**New University Partnerships: Opportunities for Growth and Change**

Michael Casto and Dawn Anderson-Butcher, The Ohio State University

**Volunteerism and Leadership Development in Young Teens**

Denise Retzleff, University Wisconsin Extension

**International Outreach: Strengthening the Technology Preparation of Chilean Teachers**

Patricia A. Nelson, Patricia A. Book, Armando Villarroel, and Eileen Pennisi, The Pennsylvania State University

**Katys Kids: Teaching Elementary School Children about Safe and Appropriate Use of Medicines**

Gerald Lee Cable and Ehab Hussein, The Ohio State University College of Pharmacy

**The P-12 Learning Bridge: Connecting The Ohio State University with Schools, Organizations, and Residents of the University Neighborhoods**

Danielle Polemeni, The Learning Bridge

Dawn Anderson-Butcher, College of Social Work, The Ohio State University

Michael Casto, Interprofessional Studies, College of Education, The Ohio State University

Peter Demerath, School of Policy and Leadership, College of Education, The Ohio State University

Carolyn Hughes, Expanded Learning Opportunities, Columbus Public Schools

Golden Jackson, Consumer and Textile Science, College of Human Ecology, The Ohio State University

Sara Neikirk, Communities in Schools

**Elementary School/University Literacy Partnerships: Literacy Needs in Differing Contexts**

Mindy Wright, Patricia Kedzerski, Lucinda Kirk, and Martha C. Sims, The Ohio State University

Stacie Santilli, Columbus Public Schools

**Wonders of Our World — W.O.W.**

Louise Van Wey and Susan Olesik, Dept. of Chemistry/ Ohio State University

Martha Scherpelz and Rick Weininger, Chapman Elementary, Dublin Ohio

**Creating Change Through University Involvement in Economic Development**

Gregory Davis and Nancy Bowen-Ellzey, Ohio State University Extension

**Business Enhancement Network at the OSU South Centers: A Model for Enhancing Rural Economic Development Through University and Community Centers**

Donald McFeeters, John Ellerman, Julie Fox, Julia Keller, Steve Shepherd, David Boulay, and Deanna Tribe, The Ohio State University South Centers

**Development of a Model for Community-University-Health Sciences Center Research**

Stuart Feldman, University of Georgia

**Vision In Preschoolers VIP Study: Phase I**

Marjean T. Kulp and Paulette P. Schmidt, The OSU College of Optometry

**The Pharmacists Impact in Appalachia: A Prescription for Collaborative Health Education Programs**

Bella H. Mehta, Abdel Mohammad, and Craig Pedersen, The Ohio State University

**Re-visiting the Land Grant Institutions Extension Services Model to Foster Healthy Families**

Lydia Sondhi, Department of Family and Consumer Sciences, California State University

Avery Goldstein and Wendy Reiboldt, Department of Family and Consumer Sciences, California State University, Long Beach

Sue Stanley, California State University

*(Continued)*

# Poster Sessions, cont'd

*Poster Sessions will be on display throughout the conference.*

*Come and meet the presenters Monday, October 7, from 6 to 7 pm.*

## **Outreach to Diverse Audiences to Effect Change in Rural Infrastructure Development**

Karen Mancl and Brian Slater, The Ohio State University

## **Creating Health: A New Model for Multi-Unit Collaboration in Outreach**

Michael S. Dann and Tracy Vosburgh, The Pennsylvania State University

## **Building Community Relationships to Enact Experiential Learning**

Patricia Schafer and Nancy Schoofs, Grand Valley State University

## **Community Partnerships for Rural Health and Safety Education**

Mike Hogan and Kenneth Simeral, The Ohio State University

## **Health Literacy Assessment in Urban Medically Underserved Areas of Columbus**

Bonnie J. Garvin, and Joy Twesigye, College of Nursing, The Ohio State University  
Doris Walzak, Columbus Neighborhood Health Center, Inc.

## **Partnerships in Community Outreach: The Ohio State University College of Pharmacy Model**

Bella H. Mehta, Kristin A. Casper, Ruth Emptage, and Gerald Cable, The Ohio State University

## **Protecting Our Own**

Barbara A. Brahm, Ohio State University Extension/The Ohio State University  
Frank Parcher, Hancock County Fire Fighters Association

## **Teen Safety Mock Crash Docu-Drama**

Judith A. Villard and Barbara A. Brahm, Ohio State University Extension/The Ohio State University

## **Project CLEAR: A University/City/Community Partnership to Improve Air Quality**

David B. Patton, The Ohio State University  
Dana Warner, Columbus Health Department

## **4-H: 100 Years of the Power of YOUth**

Michael J. Martin, The Pennsylvania State University

## **National Review Board for the Scholarship of Engagement- What Has Been Learned and How It Can Help You**

Lorilee R. Sandmann, The University of Georgia  
Cheryl Rosaen, Michigan State University

## **Spalding University Scholars at Western High School: Building Student Success Through Partnership**

Debbie Lynne Ford and Sarah Geiger, Spalding University  
Gevena Stark Price and Katherine Belcher, Western Math Science Technology Magnet High School

## **New Partners for Smart Growth: An Innovative and Successful Partnership**

Mark Bernhard, The Pennsylvania State University  
Listening to Community Voices: Community-Based Research, A First Step in Partnership and Outreach  
Gail Gunst Heffner, Calvin College- Center for Social Research

Lissa Schwander and Gail Landheer Zandee, Calvin College

## **Building Partnerships Within the University: New Linkages for Cooperative Extension**

Kay Gasen, Public Policy Research Center / University of Missouri - St. Louis

## **Hands Across the Table: A University-Health System Partnership to Prepare Nurses for the Operating Room**

Vida B. Svarcas, Cleveland State University  
John Singleton, Cleveland Clinic Health System

## **Advancing Community Engagement: Altoona's Downtown Conference Center**

Annette M. Fetterolf, M.S., Outreach Program Resources, The Pennsylvania State University

## **Outreach & The World: The Role of International Area Studies Programs**

Amy Weir, The Ohio State University

## **Service-Learning Scholars Roundtable: A Model for Engaging Faculty in Community-Based Scholarship**

Susan R. Jones and Golden Jackson-Mergler, The Ohio State University

## **Low-Wealth Adults Financial Literacy, Money Management Behaviors, and Associated Factors**

Susan S. Shockey, Susan Colbert, and Vicki Braddy, The Ohio State University

## **Communities Connecting Together Build Social Capital**

Susan S. Shockey, Maureen O'Rourke, and Vicki Braddy, The Ohio State University

# Conference Committees

## Local Arrangement and Community Involvement

### Mindy Wright, Co-chair

Coordinator, Writing Workshop, OSU  
Department of English  
The Ohio State University

### Ben Brace, Co-chair

Special Assistant to the Vice President for  
Business and Finance  
The Ohio State University

### Susan Shockey

Associate Professor, Family and Consumer  
Sciences, Franklin County Extension  
The Ohio State University

### Frankie Coleman

Director, Community Relations, Office of  
University Relations  
The Ohio State University

### Joyce McDowell

Assistant Director, Tenure Initiation Unit, OSU  
Extension Administration  
The Ohio State University

## Marketing

### David Hoover, Chair

Sr. Director, Marketing Communications  
The Ohio State University  
Tony Meuser, graphic designer  
The Ohio State University

### Ted Hattemer

Director of New Media, University Relations  
The Ohio State University

### Ellen Hoover, web designer

The Ohio State University

## Program

### Nikki Conklin, Co-Chair

Assistant Director of Training and Development,  
OSU Extension & Office of Continuing Education  
The Ohio State University

### Mike Casto, Co-Chair

Associate Professor, Interprofessional Studies,  
College of Education  
The Ohio State University

### LeVelle Jenkins

Assistant Professor of Clinical Dentistry, Director,  
Outreach and Engagement, Director, Disease  
Externship

The Ohio State University

### Golden Jackson

Associate Professor, Department of Consumer  
and Textile Sciences  
The Ohio State University

### Tina Love

Director, Human Resources, Student Affairs  
The Ohio State University

### Dawn Anderson-Butcher

Director, Technology Enhanced Learning and  
Research, Associate Professor of Journalism and  
Communications  
The Ohio State University

## National Conference Committee

### Karen Bruns, Chair

Leader, OSU CARES and University Outreach  
The Ohio State University

### Jeri Childers

Interim Director, Outreach and Cooperative  
Extension Outreach Program Resources  
The Pennsylvania State University

### Michael S. Dann

Senior Program Developer, Outreach Office of  
Program Development  
The Pennsylvania State University

### Christopher P. Dufour

Senior Conference Planner  
The Pennsylvania State University

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